



The Akuter Cards
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Product Training

What makes a salesperson successful all the time?

Product knowledge is essential for sales and customer service departments. Product catalogs are constantly brought up to date, at item level and prices.

Simulations, video, audio, animations, competitive analysis, experts' reports – these are just some examples of what a system like Akuter can make available to your sales force, technical support, distributors and to your customers.

It is not enough to be a born salesperson; today's economy needs real time intelligence and on going personal knowledge improvement and assessment.

Product and competition knowledge is a key factor for successful sales in addition to sales techniques and market needs analysis.

How can you bring this to your sales force in a consistent and controlled manner?

Use Akuter Enterprise, a real time intelligent system for the 21st century Corporation. Not only do your crucial data stay under your control all the time and are delivered in a customized manner, but your curriculum's assignments can be fully personalized to every individual situation. At any time, your sales force personnel will access your crucial information and know exactly how they are performing. Reports and analysis are available online to assess the effectiveness of their learning experience.

From junior level to senior level, you will empower your people with the most valuable competitive advantage: intellectual asset. Because information is tracked and recorded in your database, you build your company's knowledge database.

Collect feedback and consistent information from the field, which you will then include in your next curriculums. Your ultimate objective of competitive advantage will be realized when your team use Akuter Enterprise.